

Editorial

This issue of *Medijska istraživanja/Media Research* has a new cover, thus marking the end of the first five years in the life of this journal, during which time it evolved its profile and editorial policy and came to be recognized in the cultural space and scholarly circles of this country and the rest of the world. There is hardly a scholarly publication dealing with theoretical or empirical issues of the media scene in presentday Croatia that does not refer to *Medijska istraživanja*. The consistently high quality of the papers carried by the journal proves that the editors are succeeding in realizing their objective and contributing to the theory of journalism.

The present issue carries several interesting contributions by Croatian and foreign authors.

In the paper entitled “Reproducing Political Capitalism in the Media of East-Central Europe”, Slavko Splichal subjects the strategy of media commercialization to a critical scrutiny and concludes that the market economy in countries in transition does not automatically bring about media freedom. Similarly to the introduction of new democratic political institutions, privatization and the installation of commercial media systems in the Central and Eastern European countries should respect certain special cultural features of these countries. Failing this, uncritical copying of Western European solutions by countries lacking civil society and political democracy often results in models that do not at all guarantee freedom of the media.

Since the transformation of the state radio and television was among the hottest issues on the Croatian media scene in the year 2000, we carry Hrvoje Šalković’s paper entitled “Illusion of Reality: An Application of the Public Service Broadcasting Model to the Future Development of the Croatian National Television Service”.

In her contribution entitled “The Survival of Public Television”, Zala Volčič examines the prerequisites for the survival of public television. She advocates its radical restructuring along the lines of the modern market-led economy. It is important to differentiate public and commercial television, on both the programming and the structural level. The author stresses the importance of the existence of public television for the pluralism of the media.

Goran Ivanović writes about “American Public Broadcasting vs. Community Radio”, presenting the somewhat less well-known American model of public radio broadcasting, much different from the European model, on which the Croatian radio is based. The author is particularly interested in “community radio”, a medium of public communication offering the third way – in contradistinction to the corporate-commercial and the state-public model. Community radio is financed in a special way, and it offers access to the airwaves to ordinary people, less well represented strata of the population, and less favoured or minority groups, such as national, ethnic, cultural, political, age and gender groups.

The Slovene philosopher Branko Klun discusses “War and the Media”, arguing that modern wars (the Gulf War, the Kosovo operation) become media shows which

fall outside the framework of good and evil or morality. Such a presentation of the realities of war in the media does not evoke in the viewers attitudes based on *logos* as the essence of Man's being.

Karmen Erjavec's "The European Models of Media Education" and Nada Zgrabljic's "The Croatian Model of Media Education" are intended to stimulate further work on media education as a necessary prerequisite for democratic processes in the media, for democratic education of children and their preparation for a critical and creative relationship to the media and their contents. The authors present a concept of modern media education and its realization in different countries, including Croatia.

Goran Bubaš and Dragutin Kermek ("The Internet – A Comparative Evaluation in Relation to the Press and Television") report the results of a survey of 262 respondents, who were asked to assess the pros and cons of the Internet as against the more traditional sources of information, such as the print media and television.

Let us end by thanking the contributors and all those who helped to prepare this issue of the journal. The next issue of *Medijska istraživanja* will be devoted to the international seminar on "A New Strategy for Independent and Pluralistic Media in Croatia", held in Zagreb, November 10-11 2000, organized by the UNESCO Programme for the Freedom of Expression, Democracy and Peace in Paris and the Institute for International Relations in Zagreb.

We shall look forward to our continued cooperation. Your further contributions, comments and suggestions are welcome.

The Editors